

Consent Agenda

Agenda Item #	6C
Meeting Date	July 27, 2015
Prepared By	Sara Anne Daines HCD Director
Approved By	Suzanne R. Ludlow City Manager

Discussion Item	Single Reading Ordinance Authorizing Execution of a Contract for Economic Development Services with the Takoma/Langley Crossroads Development Authority, Inc.
Background	<p>The Council is asked to consider a Single Reading Ordinance authorizing the execution of a contract with the Takoma Langley Crossroads Development Authority (“CDA”) for the provision of certain economic development services in the Takoma Langley Crossroads commercial district. The scope of services required under the proposed contract and the CDA’s reporting requirements, detailed in Attachments A and B of the accompanying document, have been reviewed and accepted by the Executive Director.</p> <p>The contract as drafted is for a period of twelve months. It would become effective July 1, 2015 and could be extended for three additional one year periods.</p>
Policy	To support, strengthen, and promote local business and business associations.
Fiscal Impact	FY16 Budget includes \$30,000.00 for economic development services provided, under contract, by the Takoma Langley Crossroads Development Corporation, Inc.
Attachments	<ul style="list-style-type: none"> • Single Reading Ordinance Authorizing Execution of a Contract for Economic Development Services with Takoma/Langley Crossroads Development Authority, Inc. • Contract For Economic Development Services • FY15 CDA Activity Reports
Recommendation	Adoption of Ordinance
Special Consideration	

Introduced by:

Single Reading:

CITY OF TAKOMA PARK, MARYLAND

ORDINANCE NO. 2015-

AUTHORIZING EXECUTION OF A CONTRACT FOR ECONOMIC DEVELOPMENT SERVICES WITH TAKOMA/LANGLEY CROSSROADS DEVELOPMENT AUTHORITY, INC.

WHEREAS, the City of Takoma Park, Maryland is interested in promoting the revitalization of its commercial areas by encouraging the development and expansion of the many businesses operating within the community; and

WHEREAS, the Takoma/Langley Crossroads Development Authority, Inc. (CDA) represents the shared interests of the over 300 businesses, organizations, and property owners located in the vicinity of the intersection of New Hampshire Avenue and University Boulevard, commonly known as the "Crossroads"; and

WHEREAS, the CDA was organized as a Commercial Management District in 1987 for the purposes of advancing the interests of the diverse businesses located within its service area, providing marketing, security, and maintenance support; and

WHEREAS, the City Council, having identified the Crossroads as an important commercial center within the City, recognizes the need to supplement the economic development services provided by the City to the area; and

WHEREAS, the City's FY2016 Budget includes funding for contracted economic development services in the Crossroads commercial area with the CDA identified as the agency most suited to provide said services.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF TAKOMA PARK, MARYLAND THAT:

SECTION 1. The City Manager is hereby authorized to enter into a one-year contract with Takoma/Langley Crossroads Development Authority, Inc. in an amount not to exceed THIRTY THOUSAND DOLLARS (\$30,000.00) for economic development services in the Crossroads.

SECTION 2. The City Manager is further authorized to renew, as appropriate, such contract for up to three additional one-year terms.

SECTION 3. This Ordinance shall become effective immediately.

ADOPTED this ____ day of _____, 2015 by roll-call vote as follows:

AYE:

NAY:

ABSTAIN:

ABSENT:

CONTRACT FOR ECONOMIC DEVELOPMENT SERVICES

Takoma/Langley Crossroads Development Authority, Inc. City of Takoma Park, Maryland

THIS CONTRACT is made this ____ day of _____, 2015, by and between the Takoma/Langley Crossroads Development Authority, Inc., a Maryland 501(c)6 corporation, 7676 New Hampshire Ave, Suite 303, Takoma Park, MD 20912, hereinafter referred to as "CDA," and the City of Takoma Park, Maryland, a municipal corporation, 7500 Maple Avenue, Takoma Park, MD 20912, hereinafter referred to as "City."

WHEREAS, the Takoma/Langley Crossroads Development Authority, Inc. represents the shared interests of the over 300 businesses, organizations, and property owners located in the vicinity of the intersection of New Hampshire Avenue and University Boulevard, commonly known as the "Crossroads"; and

WHEREAS, the CDA was organized as a Commercial Management District in 1987 for the purposes of advancing the interests of the diverse business located within its service area, providing marketing, amenities, security, and maintenance support; and

WHEREAS, the City Council, having identified the Crossroads as an important commercial center within the city, recognizes the need to supplement the economic development services provided by the City; and

WHEREAS, on July __, 2015, by Ordinance 2015- __, the Council authorized the City Manager to enter into a contract with the CDA to provide certain economic development services in the Crossroads.

NOW, THEREFORE, in consideration of the mutual promises of the parties, and other good and valuable consideration, the receipt, adequacy, and sufficiency of which are hereby acknowledged, the parties agree as follows:

ARTICLE 1. CONTRACT PURPOSE

This is a Contract for certain economic development services to be provided by the CDA in the Crossroads as set forth in Article 4. *Scope of Services*.

ARTICLE 2. CONTRACT TERM

The term of this Contract shall be for a period of one year, commencing on July 1, 2015 and ending on June 30, 2016.

ARTICLE 3. CONTRACT PRICE

The CDA shall receive Thirty Thousand Dollars (\$30,000.00) for services rendered. Funds shall be dispersed in twelve equal payments after receipt and acceptance of monthly

activity reports detailed in Article 5.

ARTICLE 4. SCOPE OF SERVICES

The CDA agrees to perform in a professional manner the contract work set forth in the *Purpose and Scope of Services*, attached hereto as Exhibit A.

ARTICLE 5. WORK PRODUCT AND REPORTING REQUIREMENTS

The CDA shall provide written reports on the overall activities and accomplishments of the organization as detailed in the *Work Product and Reporting Requirements*, attached hereto as Exhibit B. Reports are due on a monthly basis on or before the 15th of the month following the reporting period. Reports and all supporting documentation shall be submitted electronically in a format approved by the City.

The CDA shall meet with the City to review required monthly activity reports and discuss activity undertaken in accordance with this contract during the reporting period.

ARTICLE 6. PAYMENT

The CDA shall submit invoices to the City on a monthly basis in a form acceptable to the City. Payment will be made within thirty (30) calendar days of submission and acceptance by City of required activity report and work product. The City reserves the right to verify completion of work product detailed in the activity report prior to payment.

ARTICLE 7. REPRESENTATIONS AND WARRANTIES

The CDA represents and warrants:

A. Organization. CDA is a corporation duly organized, validly existing, and in good standing under the laws of the State of Maryland.

B. Authorization; Binding Effect. The execution, delivery and performance by the CDA of this Contract have been duly authorized by all requisite corporate action. Upon execution of this contract by both parties, this contract shall constitute the legal, valid and binding obligation of the CDA, enforceable in accordance with its terms, except to the extent that enforceability may be limited by applicable bankruptcy, insolvency or other similar laws of general application or equitable principles relating to or affecting the enforcement of contracts generally against persons similarly situated.

C. Non-Collusion. CDA warrants and represents that it is the sole entity, directly or indirectly, interested in compensation for the delivery of the services bid upon, awarded, and to be performed under this contract; that any proposal upon which this contract was based was made without any connection or common interest in the profits with any undisclosed persons or entity making any quotation or proposal for the said work; that this

contract is, in all respects, fair and was made without collusion or fraud; that no employee or official of the City is directly or indirectly interested therein; that CDA, in the performance of the Contract Work, will not violate any applicable laws.

D. Nuclear Weapons Certification. CDA is not now, and shall not so long as this Contract remains in effect, engage in the development, research, testing, evaluation, production, maintenance, storage, transportation, and/or disposal of nuclear weapons or their components, or the sale of merchandise produced by companies so involved.

E. Non-Discrimination in Employment. CDA assures the City that, in accordance with applicable law, it does not, and agrees that it will not; discriminate in any manner on the basis of race, color, religious creed, ancestry, national origin, age, sex, marital status, disability, or sexual orientation.

F. Living Wage Compliance. CDA is a covered employer under the City's living wage requirements and will comply with the requirements of Section 7.08.190.C.2 of the *Takoma Park Code*.

G. No Partnership or Joint Venture. Nothing contained in this contract is intended or shall be construed in any way to create or establish the relationship of partners or a joint venture between the City and the CDA. None of the officers, agents or employees of CDA shall be deemed employees or agents of the City for any purpose.

ARTICLE 8. TERMINATION OF CONTRACT.

A. In the event of any of the circumstances set forth below (hereinafter referred to as "default"), the City may immediately terminate this contract, in whole or in part, and from time to time. Notice of termination must be in writing, state the reason(s) for the termination, and specify the effective date of the termination.

1. Any fraudulent representation in a financial statement, invoice or other verification required to obtain payment under this contract or other dishonesty on a material matter relating to the performance of services under this contract.

2. Failure to satisfactorily and/or timely perform of any service requests issued under this contract.

3. Nonperformance or inability to implement the terms of the contract.

4. Any officer, director, or principal of the CDA being criminally charged with an offense involving fraud, dishonesty or moral turpitude.

5. Failure to adhere to the terms of applicable City, County, State or Federal laws, regulations, or stated public policy.

C. In the event of default by the CDA, the City may elect to terminate this contract, in whole or in part, and from time to time, or it may grant the CDA an opportunity to cure the default without termination of this contract, and upon such terms and conditions as the City in its sole discretion may deem advisable.

D. Any termination of this contract for default that is later deemed to be unjustified shall be deemed a termination for convenience under Article 9.

ARTICLE 9. TERMINATION

A. Termination by Written Notice by Either Party.

Either the City or CDA may terminate this Contract upon 30 days prior written notice to the other party.

B. Termination for Breach.

i) If CDA breaches any provision of this Contract, including any of its representations or warranties, the City shall be entitled to immediately suspend the honoring of disbursement requests and expense reimbursements. If such breach is not remedied within 30 days of written notice to the CDA, then the City may terminate this Contract. However, City shall not terminate this Contract based on breach if such breach is of a nature that cannot be cured within 30 days, so long as CDA commences to cure such breach within 30 days of notice of the breach and diligently prosecutes such cure to completion.

ii) In the event of a breach of this Contract by CDA beyond any applicable notice and cure period, the City shall have the right to terminate this Contract and seek all available remedies under Maryland law from CDA.

ARTICLE 10. NOTICES

Any required reports, notices or other communications under this Contract must be in writing and personally delivered, mailed by first-class mail, sent by courier or overnight delivery service, faxed, or e-mailed, as appropriate, as follows:

If to CDA: Takoma/Langley Crossroads Development Authority, Inc.
Attn: Melanie Isis, Executive Director
7676 New Hampshire Ave, Suite 303
Takoma Park, MD 20912
Phone: 301-445-7910
Email: MIsis@TakomaLangley.org

If to City: City of Takoma Park
Attn: Sara Anne Daines, HCD Director

7500 Maple Avenue
Takoma Park, MD 20912
Phone: (301) 891-7224
Fax: (301) 270-4568
E-Mail: SaraD@takomaparkmd.gov

Either party may change the person, address, phone, fax, or e-mail for notices to the other party by a notice in writing to the other. Any notices under this Contract shall be deemed given when the notice is received by the other party or, for notices given by mail, three days after the notice is deposited, properly addressed and postage prepaid, in the United States mail.

ARTICLE 11. AUTHORIZED REPRESENTATIVE

A. For the CDA.

Melanie Isis, Executive Director, is the CDA's Authorized Representative for this project. The CDA's Authorized Representative shall act on behalf of the CDA on all matters pertaining to the Contract. All matters and correspondence to the CDA shall be directed to the attention of the CDA's Authorized Representative. CDA's Authorized Representative shall not be changed without written notice to and the agreement of the City.

B. For the City.

i. Rosalind Grigsby, Community Development Manager, is the City's designee for purposes of this Contract and shall act as the City Representative in connection with this Contract.

ii. The City Representative shall have authority to: (1) serve as liaison between the City and the CDA; (2) give direction to the CDA to ensure satisfactory and complete performance; (3) monitor and inspect the CDA's performance to ensure acceptable timeliness and quality; (4) serve as records custodian for this project; (5) accept or reject the CDA's performance; (6) furnish written notice of the CDA's performance failures to the Housing and Community Development Director and the City Manager, as appropriate; (7) approve or reject invoices for payment; (8) recommend Contract modifications or terminations to the Housing and Community Development Director and the City Manager, as appropriate; and (9) issue notices to proceed and task or purchase orders.

ARTICLE 12. INSURANCE

A. The CDA must obtain at its own cost and expense, and keep in force and effect during the term of this contract, including all extensions, the insurance specified below, with an insurance company licensed or qualified to do business in the State of

Maryland. CDA shall provide the City with a Certificate of Insurance prior to the commencement of the Project for the insurance coverages specified as follows. The Certificate must name the City of Takoma Park as an additional insured and provide for a minimum of thirty days written notice to the City of cancellation or material change in any of the policies is required. This insurance must remain in force for the term of this Contract.

B. Required Coverages and Limits.

Workers Compensation (if CDA has employees)

Bodily Injury by: Accident (each) \$100,000

Disease (policy limits) \$500,000

Disease (each employee) \$100,000

Commercial General Liability \$1,000,000

(Minimum combined single limit for bodily injury and property damage per occurrence, including contractual liability, premises and operations, and independent contractors.)

Minimum Automobile Liability (including owned, hired and non-owned automobiles)

(Required if automobiles will be used in the provision of services under this Contract.)

Bodily injury, each person \$500,000

Bodily injury, each occurrence \$1,000,000

Property damage, each occurrence \$300,000

Certificate Holder: City of Takoma Park, Maryland
7500 Maple Avenue, Takoma Park, MD 20912
Attn: Sara Anne Daines, HCD Director

ARTICLE 13. INDEMNIFICATION

CDA is responsible for any loss, personal injury, death, and any other damages that may be done or suffered by reason of CDA's negligence or failure to perform any obligations under this Contract. CDA shall indemnify, and save harmless the City from and against all losses, liabilities, claims demands, damages, costs and expenses of any kind, including attorney's fees and litigation expenses, suffered or incurred due to CDA's negligent acts or omissions, or breach of or failure to perform any of its obligations under this Contract. For purposes of this paragraph, City includes its agencies, departments, officers, agents, elected and appointed officials, and employees.

ARTICLE 14. NO PARTNERSHIP OR JOINT VENTURE

Nothing contained in this Contract is intended or shall be construed in any way to create or establish the relationship of partners or a joint venture between the City and the CDA. None of the officers, agents or employees of CDA shall be deemed employees or

agents of the City for any purpose.

ARTICLE 15. MISCELLANEOUS

This Contract contains the entire agreement between the parties. All oral or written negotiations and prior dealings are merged into this Contract. CDA may not assign, transfer or subcontract this Contract or any interest or any claim under this Contract, without the express written consent of the City, and any attempted assignment, transfer, or subcontracting without such prior written consent shall be void. This Contract is binding upon the parties, their heirs, successors, administrators, and assigns. Any amendment or modification to this Contract must be in writing signed by both parties. The failure of the City to enforce any of the terms, conditions or covenants of this Contract is not a waiver of a subsequent breach or default of the terms of this Contract. This Contract shall be governed by and interpreted in accordance with Maryland laws.

(The rest of this page is intentionally left blank.)

IN WITNESS WHEREOF, the City of Takoma Park, Maryland and the Takoma Langley Crossroads Development Authority, Inc. have signed this Contract to be effective on July 1, 2015.

**TAKOMA LANGLEY CROSSROADS
DEVELOPMENT AUTHORITY, INC.**

Attest:

Kevin M. Tabe, President

Melanie Isis, Executive Director

Date signed: _____

Date signed: _____

CITY OF TAKOMA PARK, MARYLAND

Attest:

Suzanne R. Ludlow, City Manager

Date signed: _____

Date signed: _____

Approved as to legal form and sufficiency:

Linda S. Perlman, Assistant City Attorney
City of Takoma Park

Date signed: _____

PURPOSE AND SCOPE OF WORK
Contract for Economic Development Services

The CDA shall serve as first point of contact for the City of Takoma Park's economic development services in the Takoma Langley Crossroads, provide referrals to the City, and advance City policies and initiatives that impact businesses located in or seeking to locate in the Crossroads.

Specific services to be provided under this contract are:

- 1) Business retention, expansion, and recruitment assistance
 - a) Development and maintenance of inventory of available lease space;
 - b) Provision of requested information on available lease options;
 - c) Provision of requested information on available financial and technical assistance programs, permitting and licensing requirements, and environmental laws and policies;
 - d) Promotion of local investment options such as "Takoma Notes;" and
 - e) Referral of businesses and other economic development opportunities to City staff.
- 2) Advancement of City's environmental laws and policies
 - a) Organization of annual informational meeting in partnership with the City;
 - b) Distribution of educational materials twice a year to all businesses located in the Crossroads;
 - c) Promotion of the City's environmental laws and policies on the CDA website; and
 - d) Adoption of Zero Waste policy for implementation at all CDA sponsored events occurring after June 30, 2016.
- 3) Advancement of City's Anti-Littering Initiative
 - a) Removal of illegally posted signs;
 - b) Promotion of the City's Adopt-A-Spot program; and
 - c) Coordination of district wide clean-up day and/or routine trash removal effort.

WORK PRODUCT AND REPORTING REQUIREMENTS

Contract for Economic Development Services

Activity reports and work product detailed below are to be submitted electronically in a format approved by the City.

- 1) Inventory of available commercial and office space with address, owner/agent name and contact information, available square footage, lease price, and general description of space. Inventory is to be updated and submitted on a monthly basis.
- 2) Log of all requests for assistance including but not limited to inquiries for financial and technical assistance, information on lease options, property concerns, city services and permitting requests. Log must include the date of the request, name and contact information of individual and/or business requesting information or assistance, summary of what was requested, description of what was provided, and detail on what additional follow up is needed. Log is to be maintained on a daily basis and submitted monthly.
- 3) Activity report with narrative summarizing activities undertaken during the prior month to advance the City's environmental laws and policies and its anti-littering initiative. Report is to be submitted on a monthly basis and should include, as appropriate, the following information:

Environmental Laws and Policies

- a) Date and location of informational meeting held to promote the City's environmental laws and policies, summary of outreach efforts undertaken to promote the meeting, copy of the agenda, and listing of all participants
- b) Listing used to distribute educational materials to membership and all existing businesses
- c) Link to posted environmental information
- d) Copy of adopted Zero Waste Policy

Anti-Littering Initiative

- a) Count of the number of illegally posted signs removed
- b) Copy of materials used in promotion of Adopt-A-Spot program
- c) Date and location of scheduled clean up days, photographs of the event, number of participants, listing of participating organizations
- d) Accounting of the amount of trash and litter collected



**TAKOMA
LANGLEY
CROSSROADS
DEVELOPMENT
AUTHORITY, INC.**

EXECUTIVE DIRECTOR

MELANIE ISIS
misis@takomalangley.org

BOARD

KEVIN M. TABB
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ALBERT R. CONLEY
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Director, Crossroads
Professional Building

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JUDY STEWART
Director, Takoma/Langley
Crossroads Center

**STEPHEN H.
WILSON**
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SARA A. DAINES
Representative,
City of Takoma Park

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Representative,
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JOHN DRE JENNINGS
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and Community Development

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Takoma Park Council Ward 6

ERWIN H. MACK
Director Emeritus

October 16, 2014

Sara Anne Daines
City of Takoma Park
7500 Maple Avenue
Takoma Park, MD 20912

OCT 26 2014

Dear Sara,

I am writing to report on the Takoma/Langley Crossroads Development Authority's (CDA) activities during the first quarter of FY15, funded in part by the City under a \$30,000 FY15 contract for services.

JULY

The CDA notified all property owners in the 900 and 1000 blocks of University Boulevard, and 900 block of Merrimac Drive, that the Takoma Park City Council had passed Ordinance #2014-32 in June, expanding the Takoma/Langley Commercial Management District west to Carroll Avenue. Our letter introduced the CDA and provided background information and brochures. It mentioned that the Council expanded the Board of Directors with a representative for the newly added area, and invited each recipient to participate. I made a round of follow-up calls to ensure the letter had been received and answer questions. A week later, I sent FY15 invoices with a cover letter asking the property owner to provide tenant information including square feet leased, so the CDA could prepare tenant invoices.

In addition, all expansion area businesses and properties were entered into the CDA's licensing database (Access) and then into Quickbooks, our new accounting software. Expansion businesses were also added to our newsletter mailing list (Mailchimp), and CDA online business directory.

The CDA continued to attend meetings of the Purple Line Implementation Advisory Group (July 2 and 16), at the Silver Spring Regional Center. Each meeting focused in-depth on a particular issue such as noise from the power supply boxes and light rail operation.

The CDA's first ad in *El Latino Tiempo* ran July 4, with a second ad appearing July 11, and a 3rd ad on July 25. All ads were designed by Summer Intern Isabel Tzeng, Accounting/Marketing Major at UMD Smith School of Business. Isabel also designed our first half-page ad in the monthly *Afrikan Post*. We'll be running monthly ads in the *Post* for the rest of the FY15. Copies of all ads are enclosed.

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CDA license fees arrived daily, with 80% received by July 10, and the remainder expected by the end of August. Few businesses asked the CDA about the license fee increase, which had been explained in the cover letter that was sent with the invoice. Nearly all understood that costs increase over time.

CDA licenses were mailed July 7th with a cover letter that included the 2014 marketing schedule, along with a permission form for members to sign and return, giving the CDA permission to use their business name and logo in marketing and promotions. Permission forms arrived daily as well.

The CDA progressed in entering all financial transactions over the month in Quickbooks, under the guidance of our new CPA, Carl Mankowski. These included FY15 license payments and checks written to vendors. Mankowski was referred by CDA auditor Phil Bourne, and will oversee our transition to Quickbooks. He is training me to use the software, and provide monthly review of our financials. By mid-August, he expects to be able to provide an accurate cash balance for the start of FY15, which we don't have.

I met with a representative of Ruppert Landscaping to get a quote on porter service in public areas of the CDA. We looked at litter, illegal signage, and dirty bus shelters throughout the CDA. My original idea had been to hire a part-time maintenance worker, but the CDA has no employees and no storage area for tools. I also considered talking to CASA about creating a "clean and safe" program for the Crossroads with their worker program.

I met with a representative of Greenlinks Landscaping at our planters to review watering procedures for our maintenance contract that began mid-June. The CDA will expand planters to other parts of the commercial management district this fiscal year.

CDA summer banners went up at the beginning of the July. The expansion of the commercial management district will add at least 3 banner poles to our portfolio, requiring new hardware and banners. The expansion area banners will be installed when the CDA's Winter banners are installed in November. Sponsors will cover most costs.

The CDA registered to participate in the October 5 Takoma Park Street Festival (did so in 2013), with better visuals: a large map showing the CDA's location in the region and a large poster Business Directory. We'll give out shopping bags and raffle off some great prizes donated by local businesses.

Bayron Bonilla was added to the CDA's Wells Fargo account as a signer, and former board member Merlyn Crandon-Enyi was removed. The new CDA president will also be a signer.

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In late July, Isabel designed 3 different ads for Ride-On that will be displayed throughout September on 30 down-county buses. Isabel collaborated with me on the content. She designed CDA ads in El Tiempo and the Afrikan Post and assisted members with marketing and graphic design.

Ruppert Landscaping quoted \$10,000 for porter services so a second quote was requested from Greenlinks, our watering contractor.

The CDA sent a letter to Chrys Wilson, Office of Customer & Consumer Relations, Maryland Transit Administration, requesting that MTA add wayfinding signage in English and Spanish along roads within a 1-mile radius of the new Takoma/Langley Transit Center. Chrys responded that Montgomery and Prince George's Counties will provide wayfinding signage around the Center.

A new business association representing small business owners in Langley Park formed in late 2013, The Langley Park Small Business Owners Association. Jorge Sactic is the Executive Director and organized the entity. He is lobbying the MTA for economic assistance to businesses impacted by Purple Line construction.

I attended a July 14 meeting of the Working Group on Jobs, Internships and Career Exposure, which was organized by nonprofit CHEER (Community Health and Economic Empowerment Research) under their Youth Development arm. The group is trying to help local youth find training, job placements, and internships, to give them experience and teach them life-skills. The discussion focused on standardized training curriculum, defining expectations and development contacts for youth and employers, research on where economic opportunities for youth are, and evaluation tools and tracking, along with additional sources of funding. I am part of the Evaluation Tools/Tracking team to establish a process and measures for evaluating progress in increasing youth economic opportunities.

AUGUST

I attended the Purple Line Implementation Advisory Group meeting on August 12 which focused on outreach and communication. MTA is planning extensive outreach efforts to communities along the Right-Of-Way, and assigned Liliana Pena as the Community Outreach Liaison for the International Corridor. Montgomery County hired a new Rapid Transit Development Manager, Joanne Conklin, who will be the County liaison for the Purple Line, Corridor Cities Transitway, and Bus Rapid Transit projects. MTA has some novel features on the Purple Line website including an "environmental compliance dashboard" where one can see what MTA is doing. A 24-hour construction hotline is planned, along with quarterly newsletters

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on the project and construction, notification fliers, and community meetings. Community Advisory Teams will be convened with stakeholders from a geographic area—civics, business and others, fewer than 20 persons.

After the August 14 Board meeting, the CDA issued a press release announcing the election of Kevin Tabe as President, which caught the *Silver Spring/Takoma Park Gazette's* interest. I was contacted by the *Gazette* for a quote, and learned that the reporter was interested in talking to other business owners. The CDA also wrote letters to the Takoma Park City Council and Mayor Williams announcing Kevin's election.

On August 22, I met with *El Tiempo's* Advertising Manager Zulema Tijero and learned about the newspaper's sponsorship of various regional events. Their sponsorship could be useful when we begin organizing events.

On August 23, the CDA held its 3rd Adopt-a-Highway Cleanup of 2014, with a small group of volunteers that included a couple of newcomers. Our 4th cleanup is scheduled October 25 and I contacted a local Boy Scout troop about participating.

The CDA made progress in Quickbooks, becoming more knowledgeable about where to enter deposits and payments, and how to print reports. Our accountant made site visits in August to train me, and prepare the financial reports necessary for Board meetings. Expansion area members must still be integrated into an expanded Business Directory that will be distributed in bulk to members. They must also be added to our marketing and promotions later this fall.

August ads were created including a Back-to-School ad in the August 15 *El Tiempo*, a Back to School Direct Mailer sent via Taradel to 10,100 households in late August, and a half-page ad featuring three African-owned businesses in the *Afrikan Past*. All design work was done by Isabel Tzeng, who returned to the University in late August.

SEPTEMBER

On September 6, I attended a breakfast organized by Councilman Schultz with Ward 6 civic leaders. I'm hopeful they will help recruit a few more residents to volunteer for the Adopt-a-Highway events.

Without an in-house graphic designer, the CDA turned to graphic designer Bryant Pomajambo for help. He was referred by Soluciones Inmigrantes, and is creating materials for our October 5 Street Festival display. He'll also help design our monthly ads.

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CDA President Kevin Tabe was added to the Wells Fargo checking account as a signer with assistance from Bayron Bonilla. Both Kevin and Bayron recommended that the CDA apply for a debit card that could be used for purchasing supplies and advertising. The card will eliminate the practice of reimbursing the CDA's Executive Director for expenses paid for with her personal credit card.

Greenlinks submitted a proposal for Porter services in the CDA, which I signed. They will conduct twice a month litter pickups and remove illegal signs along CDA public sidewalks. Once a quarter, they will powerwash the four most heavily used bus shelter pads and surrounding areas.

On September 12, the CDA received a draft contract for services from the City to review, which I forwarded to President Kevin Tabe. I attended the September 22 City Council meeting to comment in support of their resolution to authorize the City Manager to contract with the CDA for economic development services. The contract outlined activities that the CDA must perform, which Sara and I had discussed in June, and requires quarterly reports.

In the next couple of months, the CDA will implement the "amenities" portion of its mission by adding additional planters with our logo at a half-dozen locations in the Commercial Management District to add beauty and cohesion. I've scouted planter locations and am requesting permission from property managers and SHA to install. I've selected a smaller, less costly fiberglass planter similar to those that we installed in June.

The *Takama Park Newsletter's* September cover story featured two NewAve businesses, one of which was McDoris Fashion and Fabric with a nice photo. The CDA provided design assistance with McDoris' business cards and banner, and got the *Afrikan Post* to cover their September 6 Grand Opening, which Councilman Schultz and I attended, a photo of which appeared in last week's enewsletter.

The CDA secured donations from a number of members to raffle at the October 5 Street Festival: gift certificates to Tiffin, Sardi's, Pupuseria El Comalito, and Chuck E. Cheese, an international foods basket, and a Tablet from Radio Shack.

On September 19, I met with the City's new Sustainability Manager Gina Matthews to learn about her programs.

In late September, the State of Maryland and Montgomery and Prince George's Counties agreed to create a Purple Line Community Compact, institutionalizing in the decision-making the voices of those directly impacted by the Purple Line's construction and operation. I invited

October 15, 2014

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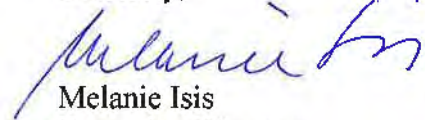
Liliana Pena, Purple Line Community Outreach Liaison, to update us at the October 9 Board meeting, and will be attending the October 25 workshop.

As recounted above, the first quarter of FY15 has been very busy and productive for the CDA. The attached financial reports show in detail the healthy condition of the organization as of September 30, the end of the first quarter.

The CDA appreciates the support of the City of Takoma Park for its economic development services to Takoma/Langley businesses, and looks forward to reporting in early January about our activities during the second quarter of FY15.

Please contact me if you have questions or require additional information.

Sincerely,

A handwritten signature in blue ink, appearing to read "Melanie Isis", with a stylized flourish at the end.

Melanie Isis
Executive Director



**TAKOMA
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CROSSROADS
DEVELOPMENT
AUTHORITY, INC.**

EXECUTIVE DIRECTOR
MELANIE ISIS
misis@takomalangley.org

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ERWIN H. MACK
Director Emeritus

January 21, 2015

Sara Anne Daines
City of Takoma Park
7500 Maple Avenue
Takoma Park, MD 20912

Dear Sara,

I am writing to report on the Takoma/Langley Crossroads Development Authority's (CDA's) activities during the **second quarter of FY15**, funded in part by the City under a \$30,000 FY15 contract for services (Ordinance 2014-#49). Financial reports for October and November are attached, and December will be available at the end of this month.

OCTOBER

The CDA continued follow-up with businesses added to the Takoma/Langley Commercial Management District by the City Council in June. About half had not paid license fee invoices mailed in early September. Expansion of the Commercial Management District increased listings in the CDA Business Directory, exceeding the 11"x14" sized brochure. The Directory was expanded to 11"x17", updated, reprinted and distributed to members.

On October 5, the CDA participated for the second year in the annual Takoma Park Street Festival. We gave out seven door prizes donated by businesses, information, and *Shop the Crossroads* bags. Promotional flyers and materials for the event were designed by a freelance graphic designer the CDA began working with this month, Bryant Pomajambo. He will be doing the graphic design work our Summer Intern handled, creating ads for *El Tiempo Lotino*, *Afrikan Post*, and direct mailers.

In early October, the CDA met one-on-one with the twenty-six food business owner/managers in the Takoma/Langley Commercial Management District. We informed them of the City's plan to ban polystyrene and the Public Hearing on October 13. We distributed a flyer for the Hearing with sources for alternative food packaging. The CDA testified in support of the proposed ban and summarized outreach and members' responses.

The October 25 Adopt-a-Highway Cleanup was rescheduled due to the Purple Line Community Compact Workshop on October 25th, one of two Purple Line Community Compact Workshops this fall. Representatives from the State, Montgomery and Prince George's Counties, along with the UMD Center for Smart Growth led the roundtable discussions to elicit input from stakeholders and community leaders on how to manage the Purple Line project to ensure that affordable housing and independent small businesses in the corridor continue. Synthesized strategies from the workshop were posted online on 11/4, with opportunities for public comments. The CDA ran an article about the Workshop in our e 1/31 e-newsletter with a link to the Center for Smart Growth's website. A second workshop was scheduled November 17th at Felegy Elementary School in Hyattsville.

In October, the CDA obtained a debit card from Wells Fargo Bank at the recommendation of board members for business expenses. The debit card carries built-in zero liability protection, so the CDA will not be held responsible for any promptly reported unauthorized transactions. We must notify the bank within 60 days of the unauthorized transaction.

The CDA identified multiple locations for new sets of planters and contacted property owners and SHA for permission to install them. SHA is reviewing the request, while three property owners granted the CDA permission to install planters on the edges of their properties.

The CDA met with Takoma Park's new Sustainability Manager Gina Matthews to introduce the organization. She was interested in working with property owners on energy conservation, and is very knowledgeable about energy saving programs.

The CDA is a member of the Maryland Association of Nonprofits, which offers trainings for nonprofit Board members to better understand their roles. The CDA would be glad to cover registration fees for any Board member interested in attending training.

Eleven winter banners are available for sponsorship, as announced in last week's e-newsletter. They were one-season sponsorships that the Board wanted to be available. With the winter set, the CDA will add three new banner poles in the expansion area, which will require new hardware and sponsors. Most banner sponsors purchased three winter seasons which was a better value and reduced work for the CDA. Recruiting sponsors is time consuming and requires one-on-one meetings and multiple visits in some cases. Kevin Tabe suggested that phone numbers get added to sponsor banners so people can contact the businesses. There is no budget to reprint sponsor banners, and there may not be space to add numbers. Banners must be ordered this month in order to be installed in early November. The Board will get to decide in 2016 how banners will look.

The CDA ordered 5 sets of fiberglass planters in late October from The Park Catalog, and signed an installation agreement with Greenlinks. The planters will be installed in five locations in mid-December with shrubs, perennials, and pansies. Photos of the planters are attached.

NOVEMBER

The CDA'S October 23rd mailing to businesses in the expansion area that had yet not paid their license fees brought in five more fees. The remainder were turned over to Andalman & Flynn for collection. During November, the CDA researched collection agencies in search of a less costly firm (we pay 40% of the amount collected to Andalman & Flynn). Unfortunately, our small portfolio and less than \$5000 account are not of interest to most collection firms, which deal with large volumes of overdue accounts in the thousands of dollars. One firm in Alexandria, Virginia, charges 33%, and another in Minnesota charges 25%. I decided to continue using Andalman & Flynn, which is based in Silver Spring and has assisted the CDA for at least 15 years. We signed a new service agreement, since neither of us had a copy on file.

The last Adopt-a-Highway Cleanup of 2014 was Saturday, Nov 25 from 10-11:30am. For the first time, there was a terrific turnout of volunteers, with over twenty-five participating, making a fast and thorough cleanup. One photo is attached showing students from the University of Maryland's Global Communities Program, who visited the CDA in 2013 on a tour with their professor.

In late November, the CDA recruited a Spring Intern from the University of Maryland-College Park Smith School of Business. Senior Robyn Rosenzweig, a marketing major with lots of social media experience, begins working ten hours a week on January 26.

Separately, the CDA was contacted during November by UMD graduate Planning student Max Pastore about his interest in doing an Independent Study in the Crossroads. He graduated last May with a degree in Architecture and has excellent design skills and work experience at M-NCPPC-Prince George's. Max wants to provide graphic design and branding services to businesses in one commercial property in the Crossroads, in order to improve the property's appearance and increase the businesses' prosperity. I referred him to Judy Stewart, property manager for Takoma/Langley Crossroads Center, the oldest shopping center in the Crossroads. Judy and Max worked out the details of Independent Study, providing assistance to tenants at the property. Max begins work on January 26, and will work Wednesdays at the CDA office.

The CDA wrote a letter of interest supporting Maryland Transit Connectors' small business development/assistance initiative. MTC is one of the four teams approved by MTA to bid on the Purple Line project, and had requested the letter of support. The letter will not influence MTA's selection of the winning team.

Office improvements were undertaken in November, with replacement of the CDA phone system (old one dropped calls and required special batteries), and signing of a three-year lease agreement for a 2014 Ricoh copier. Maintenance will be done by Digital Imaging Group for 33% less than the service contract for our previous copier.

DECEMBER

The CDA Holiday direct mailer was delivered to 10,600 households and area businesses the first week of December with coupons from 26 businesses.

On December 5, the CDA hung 3' wreaths with bows and ornaments on the City's 11 lamppoles on Holton Lane. The wreaths were taken down the first week of January and stored until next year.

7-Eleven corporation finally paid FY15 license fees for both of its stores in the CDA, a breakthrough thanks to referrals by Judy Stewart and Merrimac Square franchisee Jasse Singh.

On Dec. 13, the CDA arranged for volunteer carolers from Our Lady of Sorrows to sing Christmas carols at 3 locations in the CDA: Pupuseria El Comalito, Red Apple Farmers Market and ALDI. The carolers

On November 3, Takoma Park Mayor Bruce Williams issued a Mayoral Proclamation declaring November 29th "Small Business Saturday", and encouraging residents to support local businesses by buying locally on the 29th and throughout the year. The proclamation was featured in the CDA e- newsletter, and businesses were urged to use "Small Business Saturday" in their marketing.

The City offered the CDA use of 11 ornamental lamp poles on Holton Lane for holiday decorations. The poles lack outlets for lights, so the CDA chose 3' artificial wreaths with red bows and ornaments to hang in early December. The City paid for the decorations, and the CDA paid for installation/removal and storage.

Copies of the CDA's Reauthorization Ordinance were distributed to Board members at the November 13 Board Meeting to review and become familiar with.

The CDA Marketing Committee met for the first time after the November 13 Board meeting. Attending were Judy Stewart, Priti Sheth and Sara Daines. They discussed expanding CDA print ads to other ethnic newspapers (Vietnamese, India, China, etc.) ,getting a copy of the DC convention calendar, advertising on tv /cable, radio, online, videotaping our own ads, and using direct mail in the slow season. They suggested collecting emails from CDA businesses that collect customer emails, and using them to begin email marketing; finding someone to write a blog; getting YELP to focus on the Crossroads vs. individual businesses; holding a Diwali event and exploring what it would cost/budget; issuing an RFP for an event in the Crossroads, and installing a bulletin board in Crossroads Professional Building lobby to publicize events and activities in the Commercial Management District.

Winter banners were hung November 17 including the three new poles at University Boulevard and Carroll Avenue (see attached photos).

The CDA provided data to Ward 6 Councilman Fred Schultz's proposal for establishment of a Bi-County Crossroads Commission, which he planned to send to the County Executives and Governor's Office.

On November 19, the CDA's third direct mailer of 2014 (copy attached) for the December holidays was uploaded to Taradel *Every Door Direct Mail*, which printed and processed the mailing. The 8.5" x 11" postcards were distributed by US Postal Service carriers to 10,000 area households the first week of December with coupons from 26 CDA businesses.

On November 20, the CDA hosted a City workshop for community residents on placemaking in the right-of-way on the west side of New Hampshire Avenue between the parking lot of 7676 NH and sidewalk. Three residents participated, along with the property owner of 7676 NH Ave and myself.

On November 24, the Silver Spring Citizens Advisory Board's Commercial and Economic Development Committee met at the CDA, which had invited the group. CDA members were invited, along with members of the Long Branch Business League and Old Takoma Business Association, to give suggestions for how local residents can help small businesses. Not one business owner attended. The CDA had a good discussion with committee members and two area residents.



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Montgomery County*

FRED SCHULTZ
Takoma Park Council Ward 6

ERWIN H. MACK
Director Emeritus

April 13, 2015

Sara Anne Daines
City of Takoma Park
7500 Maple Avenue
Takoma Park, MD 20912

Dear Sara,

I am writing to report on the Takoma/Langley Crossroads Development Authority's (CDA's) activities during the third quarter of FY15, funded in part by the City under a \$30,000 FY15 contract for services (Ordinance 2014-#49). Financial reports for January-March 2015 are attached.

JANUARY

The CDA followed-up with the 26 businesses that were featured in the Holiday direct mailer distributed to 10,600 households the first week of December. Coupons were redeemed at 8 businesses (30%). All but one of the eight received 4 or fewer coupons. FroZenYo received 10. Coupon redemption is one measure for evaluating direct mail, but does not tell the whole story. Many people see the coupons, even clip or carry them, and still forget to use them, so the mailers give the CDA visibility. The December mailer was the CDA's third of 2014, following one in August, and before that last May. CDA mailers have been sent to thousands of area residents every few months, which has value. A fourth mailer promoting CDA tax preparation firms was distributed in late January to 10,200 households without coupons. A final direct mailing of FY15 is scheduled for May.

On January 13, CDA Board Member Priti Sheth and I attended a training offered by the Maryland Association of Nonprofits on "The Roles and Responsibilities of Board Members". All board members were encouraged to attend the training, and emailed information about webinars offered by MD Nonprofits.

In late January, the CDA contacted members about a Spring banner sponsorship. This Spring is the third and last season for the Spring banner design. A new design will be chosen for Spring 2016 and sponsor names will be imprinted.

On January 26, Spring Intern Robyn Rosenzweig began working five hours a week at the CDA on social media, making recommendations for improving the CDA's outreach and implementing them. She was recruited from the UMD-College Park Smith School of Business, and is the first Spring Intern the CDA has engaged. She focused on creating content for the CDA Facebook page, and scheduled several weeks of posting in advance. She also critiqued the CDA website and proposed loyalty cards as marketing tool for some CDA businesses, rewarding customers who regularly patronize them with a free service after a number of purchases.

That same week, UMD-CP Graduate Student Max Pastore began an Independent Study in the CDA, providing graphic design services to businesses in Nightingale Properties'

Takoma/Langley Crossroads Center. Max will also design CDA bus ads for RideOn that will be displayed on 27 buses throughout April, and bus shelter ads for FY16. He's also redesigning the CDA Business License.

On January 30, the CDA attended *Purple Line Now's* Board meeting to learn the latest news, and emailed a summary to Board members afterwards.

The CDA changed bookkeepers in January after our accountant disappeared in mid-December, failing to answer email or voicemail. The new bookkeeper, Jacqueline Newell, was referred by the Old Takoma Business Association and their accountant. With her help, the CDA issued 1099s to service contractors paid \$600 or more during 2014. The CDA learned it is not required to have an annual audit, which has been done for decades. Only nonprofits that receive \$500,000 or more in charitable contributions each year are required to have an annual audit. In FY16, the CDA will shift to having an audit every four or five years.

CDA ads ran in *El Tiempo Latino* on January 16 and 30, and in the January *Afrikan Post*. A direct mailer promoting CDA tax preparers was mailed January 26 to 10,200 households. Copies of all are attached.

FEBRUARY

The owner of 1009 University Blvd E, a four-plex commercial building, contacted the CDA about a letter she'd received from a Rockville law firm, Law Offices of Miller, Miller & Canby. The letter said that MTA was acquiring properties in her area for the Red Line and implied that her property would be taken, even including a map showing her property circled. I forwarded the letter to Liliana Pena, Outreach Liaison for the Maryland Transit Administration, who confirmed that 1009 University Blvd E was not being taken for the Red (or Purple) Line.

On February 13, I spoke at a press conference celebrating the City's passage of a ban on polystyrene food packaging that takes effect July 1.

On February 24, I attended a meeting of the Langley Park Small Business Owner's Association, where MTA representatives presented a PowerPoint about the Purple Line. I forwarded a copy of the presentation to Board members the following day. I met with James Diggs and MTA's Purple Line team the previous week about their Economic Empowerment Program.

Aurore Bakery may be coming to the long-vacant retail space at 7639 New Hampshire Avenue near Red Apple Farmers Market. Extensive remodeling will be needed to convert the retail space into a bakery. The CDA welcomed the owner and provided introductory information.

The Takoma Park Recreation Department is looking for local businesses to partner with their Summer Youth Employment Program. Youth involved will complete an extensive training by the Recreation Department, and be eligible to work up to 20 hours a week for six weeks starting July 6. A Business Interest Meeting will be held in March. Email Recreation@takomaparkmd.gov or call 301-891-7290.

YUM Brands lawyer Stacy Silber and their construction manager met with the CDA about a proposed Taco Bell at Holton Lane and New Hampshire Avenue in the front corner of ALDI's parking lot. The 50-seat restaurant will have outdoor dining on the Holton Lane side, a drive-through window on the parking lot side, and lots of new trees and grass in islands created around the restaurant. YUM Brands is meeting with the community and City about their project.

Maryland Governor Larry Hogan replied to the CDA's December 2014 letter of support for the Purple Line with a letter acknowledging ours and promise to review the project.

CDA ads ran in *El Tiempo Latino* on February 6, 13, and 26, and February *Afrikan Post*, copies attached.

MARCH

Spring banners went up in mid-March, the final Spring season for sponsors who purchased a 3-year sponsorship in 2013. The CDA will select a new banner design for Spring 2016 later this year that will have the sponsor's name imprinted on the large banner. The little banner below will be eliminated.

On March 3 and again on March 17, I attended *Ready for Success* training by the MD SBDC and CASA for small business owners in Takoma/Langley. Nine courses are in the series, each offered in the morning and evening, to make it convenient for business owners to attend. The presentations were excellent and all Board Members are encouraged to attend.

On March 10, the CDA introduced Ellen Kessel, Program Coordinator from Docs in Progress, to four CDA businesses to encourage the owners-- Priti Sheth, Patrick Afriye, Doris Agbasi and Ndiagna Koite-- to be filmed by students in a documentary filmmaking class that will start this month. One student has selected Priti's Fashion and Jewelry for their project, and the CDA is looking forward to posting the film on their website later this summer.

In mid-March, the CDA submitted a Letter of Intent to Takoma Park's FY16 Community Grant Program, requesting \$10,000 in matching funds for a large mural on Holton Lane. We'd identified muralist Peter Krsko for the project, whose works are displayed in Long Branch and elsewhere in the nation. Decisions by the Grants Review Committee were expected March 27, with requests to selected applicants for a full proposal. The CDA has not received any word, and believes its Letter was not of interest.

Ads ran in *El Tiempo Latino* on March 6, 13, and 27, and March *Afrikan Post*, copies attached.

At the end of the month, the CDA's ads (attached) appeared on 25 RideOn buses in the down-county. The ads were designed by Max Pastore, UMD grad student doing an Independent Study this Spring.

The first CDA Adopt-a-Highway Cleanup of 2015 was held Saturday, March 21 from 10am-11:30am. Volunteers were recruited from civic associations and Our Lady of Sorrows, but the weather was terrible, and only three persons came out. A better turnout is expected for the May 30 cleanup.

The CDA will promote members at the April 12 *Family Fun Festival* at Washington Adventist University and the May 17 *Celebrate Takoma Festival*. We'll be distributing flyers with coupons and *Shap the Crossroads* tote bags. Participating business coupons were from Subway, IHOP, Claudette's Braiding, Fantasy Nails, FroZenYo, Sardi's Pollo, Tiffin, Little Caesars, & #1 China (sample attached)

The CDA began drafting the FY16 budget, projected at \$228k. License fees will increase in June, affording increased maintenance, amenities and marketing of the CDA next year. In addition, the CDA Executive Director who has worked as a contractor since 2012, is requesting a change in status to full-time employee, a move that was recommended by CDA bookkeeper, accountant and auditor. A draft FY16 budget will be presented at the April Board meeting.

During the past six weeks, the CDA's social media has increased enormously through the efforts of intern Robyn Rosenzweig, who scheduled Facebook postings for the next month and recommended that the CDA "promote" its Facebook page to increase followers, which has worked.

The third quarter of FY15 has been busy and productive, with a surge in print advertising. The CDA looks forward to a fourth quarter that will include an approved FY16 budget, Annual Member Meeting, direct mailer, and invoicing members for FY16.

Please contact me if you have any questions or require additional information.

Sincerely,



Melanie Isis
Executive Director

Attachments



**TAKOMA
LANGLEY
CROSSROADS
DEVELOPMENT
AUTHORITY, INC.**

July 13, 2015

Sara Anne Daines
City of Takoma Park
7500 Maple Avenue
Takoma Park, MD 20912

Dear Sara,

I am writing to report on the Takoma/Langley Crossroads Development Authority's (CDA's) activities during the fourth quarter of FY15, funded in part by the City's FY15 \$30,000 contract for services (Ordinance 2014-#49). Financial reports for April – June 2015 are attached.

APRIL

On April 7, I attended training on Nonprofit Finance offered by the MD Nonprofits Association. The trainer, a CPA, explained the importance of key financial reports including the Statement of Financial Position, Statement of Activities and Changes in Net Assets, Statement of Cash Flows, Statement of Functional Expenses, and Notes to Financial Statements. He explained the difference between cash and accrual accounting, which our bookkeeper had also covered.

On April 12, the CDA promoted members at Washington Adventist University's *Family Fun Festival*, distributing coupons and *Shop the Crossroads* tote bags. Coupons included Subway, IHOP, Claudette's Braiding, Fantasy Nails, FroZenYo, Sardi's Pollo, Tiffin, Little Caesars, & #1 China Restaurant. We promoted awareness of the festival including food vending opportunities in the newsletter.

The CDA gave the City a list of content areas/objectives relative to City public lands and open spaces. The City is developing a Public Land and Open Space Management Plan to set recommendations for City projects and inform future Capital Improvement Plans, and encourage/permit flexible use of space. They will present a scope of work for Public Land and Open Space Management to the Council by the end of June, with work beginning FY16.

I submitted Summer Internship positions to UMD Business and Art Programs for a marketing/advertising/graphic design student, and am interviewing a candidate next week. I've had interns the past three summers, and they were very helpful. The CDA offers a great opportunity for someone to see their work in print, and work one-on-one with business owners on marketing and social media.

I met with attorney Stacy Silber, whose firm represents MUY Brands, owner of Taco Bell, to discuss the Taco Bell proposed for the corner of Holton Lane & NH Ave. The tan brick building will have a 50-seat restaurant with large windows, outdoor seating on the Holton Lane side, a drive-through window on the opposite side, and large green islands with trees around the pad site. The restaurant will be constructed in the corner of the

EXECUTIVE DIRECTOR
MELANIE ISIS
misis@takomalangley.org

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parking lot at NH & Holton. Silber already met with the City, NHGCA, and NHGCA president Talisha Searcy, and is required to hold a meeting to answer questions from nearby property owners, business owners, etc. She is willing to discuss the project with CDA board members (and was invited to speak at the Annual Member Meeting in May), and asked for a letter of support IF the Board approves.

Spring banners went up in mid-March with two different shades of sponsor banners due to an error. Raleigh's Outdoor Décor is giving the CDA a credit toward a future order. This is the final spring season for these banners. We'll select a new design for Spring 2016 that will have the sponsor's name imprinted on the large banner, and lose the small banner later this year.

New CDA ads appeared March 26 on twenty-seven RideOn buses in the downcounty. The ads were designed by Max Pastore, a UMD Grad Planning student doing an Independent Study in the Crossroads this Spring. Max is also designing bus shelter ads for FY16.

CDA advertising in *El Tiempo Latino* continued with ads run March 6, 13, 27, April 3 and April 10. *Afrikan Post* ads come out the 3rd week of the month featuring three businesses. For April, we're promoting Halal Meat & Grocery, The Caribbean Market, and Crown Insurance. Our fourth and final direct mailer of FY15 will be distributed in May.

In mid-March, the CDA submitted a Letter of Intent to Takoma Park's FY16 Community Grant Program, requesting \$10k in matching funds for a large mural on Holton Lane. We identified muralist Peter Krsko, whose works are displayed in Long Branch and elsewhere in the nation. The Community Grants Review Committee requested a full proposal by the beginning of May. I attended a briefing on the proposal format on Tuesday evening, and think we have a good opportunity.

Our first Adopt-a-Highway Cleanup of the year was 3/21 and poorly attended, probably due to bad weather. Three women volunteered, two from the 'hood, and one from Our Lady Of Sorrows. The next cleanup is May 30, when the weather will be better. The good news is that our cleanup is now listed on the Potomac Watershed Society's calendar of cleanups and getting broader exposure.

The CDA Annual Member Meeting is Wednesday, May 13, from 10:00 am to 11:30 am in 7676 NH Ave, Suite 220-B in the WIC Training Room. I invited Montgomery County Councilman Tom Hucker (District 5) to speak and am open to other suggestions. The agenda will include the FY16 Budget, a vote on expanding the Board with a representative of the 900-1000 blocks of University Blvd & Merrimac Drive, and a guest speaker. I'm mailing invitations to members next week after we have nailed down a speaker.

On March 3, 26, and April 14, I attended *Ready for Success* trainings offered by the MD SBDC and CASA for small business owners in Takoma/Langley. Nine courses are in the series, each offered in the morning and evening, to make it convenient for business owners to attend. This presentation on Fiscal Fitness was excellent.

CASA of Maryland is holding *International Corridor Business Day* on Saturday April 18 from 10am-1pm, with one-on-one confidential counseling, resources and information, and legal workshops on negotiating a lease.

The TP Independence Day Committee invited the CDA to participate in the annual 4th of July parade, which we did in 2012. The opportunity was posted in the April 17 enewsletter as a marketing opportunity for a CDA member.

In late April, the CDA sent twenty food businesses a letter reminding them of the July 1 polystyrene ban, and providing a list of company websites where alternative food packaging can be procured. In addition, the July 1 ban was mentioned in newsletters from May 1, 15, 29, June 26 and July 3. The CDA also distributed the City's brochure on polystyrene, and attended a June 23 briefing by City staff (Public Works) on the legislation and implementation.

Local businesses are invited to partner with the TP Rec Department's Summer Youth Employment Program. Youth involved will complete an extensive training by the Rec Department and be eligible to work at no charge for employers up to 20 hours/week for six weeks during the summer starting July 6. Email Recreation@takomaparkmd.gov or call 301-891-7290.

I'm distributing copies of the draft FY16 budget projected at \$233,634, and will walk you through it. There is time for discussion and revision. You will eventually need to vote on the budget in order for it to become final.

MAY 2015

The May 13 Annual Meeting was poorly attended with 3 board members, 3 ex-officios and 5 members present for the Powerpoint. I presented about FY15 and plans for FY16. Lacking a quorum, the CDA emailed members afterwards for an electronic vote on expansion of the Board with a new representative for the 900-1000 blocks of University Blvd & Merrimac Drive. About 15 members replied approving the additional board seat, and no one disapproved. I updated the CDA By-Laws to reflect the additional geographic area representative and must find a candidate to recruit.

The Annual Meeting included a presentation by Taco Bell representatives on their new restaurant proposed for the ALDI parking lot at NH Ave/Holton Lane. Taco Bell has entered into a partnership with local nonprofit MANUP, and will interview Takoma Park youth for positions at their College Park restaurant. If an applicant is approved, they will be hired for the Takoma Park restaurant. Taco Bell requested a letter of support from the CDA for the new restaurant, which the board must approve.

On May 15, the CDA hosted a pit stop for *Bike to Work Day*, one of 3 in the City. 2015 had the largest turnout ever for BTWD in the DMV area.

The CDA promoted members at the May 17th *Celebrate Takoma* Festival, distributing coupons and *Shop the Crossroads* tote bags. Coupons included Subway, IHOP, Claudette's Braiding, Fantasy Nails, FroZenYo, Sardi's Pollo, Tiffin, Little Caesars, & #1 China. Vending opportunities at the festival were promoted months ago in the newsletter, and one CDA member sold Senegalese fashions.

On May 18, the CDA presented a Powerpoint on FY15-16 to the Takoma Park City Council. Council members were interested in the area and asked a number of questions including what can the City do to assist businesses in the CDA, whether the CDA surveyed customers about how they learned of the area, and what economic development resources the Crossroads could use to attract business.

The CDA provided comments on a proposed Plastic Bag Ban ordinance drafted by Takoma Park Councilman Jarrett Smith.

On May 30, our 2nd Adopt-a-Highway Cleanup took place with the help of volunteers from NH Gardens Civic Association and Our Lady of Sorrows. The next cleanup is August 1st.

CDA ads ran in the May 8 *El Tiempo Latino* and May *Afrikan Post*.

Takoma Park Police 2014 Annual Report was released in April with a summary of activity and trends. A link to the report was included in the enewsletter, and I have a hard copy.

The CDA's 2014 Audit was completed in May, and I have copies of the Financial Statement.

The 2015 *Takoma Park Business Directory & Survival Guide* was published last month and distributed to City households. The CDA ad appears on page 144 and gives us visibility while supporting a local preschool.

JUNE 2015

On June 1, Summer Intern Cheri Wang began working 30 hours a week at the CDA. She is a senior at UMD majoring in Graphic Design and Marketing. She's creating ads for *El Tiempo Latino*, *Afrikan Post*, and *India Express*, producing creative content for the CDA Facebook page, and assisting members with marketing and social media. She has been helpful in interviewing several CDA members whose native language is Mandarin.

On June 8, the City Council awarded a landscaping contract for improvements to the Green Space along NH Ave between Holton Lane and 7676 NH. Work will begin on June 24.

The CDA's 4th direct mailer of FY15 was distributed June 8th to 10,000 area households with coupons from 19 businesses valid through July 15.

Summer banners will go up July 1st at 33 utility poles in the TLCMD. This is the 3rd and last season for the summer banner design, and board members will choose a new design for Summer 2016.

The CDA uploaded four ads to Clear Channel's website that will be printed and displayed in 13 bus shelters throughout the Silver Spring/TP area starting July 6. The campaign is the first of two 13-week promotions the CDA will do in FY16. The ads were designed by Max Pastore, UMD Planning Grad student.

The City's FY16 Community Grant Program recommended the CDA's application for funds to create a large mural on Holton Lane to the Council in late June, which will decide on July 23. Muralist Peter Krsko would undertake the project, which will have a large community-engagement focus.

CDA ads ran in the June 5 *El Tiempo Latino* and June *Afrikan Post*.

The CDA's FY16 Marketing Plan includes advertising on El Zol 107.9 FM, the most popular Spanish-language radio station in the DC area and CBS-owned. I met with a sales rep to discuss how they could promote the CDA. She suggested three events over the next 12 months where El Zol broadcasts live from the Crossroads with an El Zol van, El Zol banners, prizes and tent, and a promotional team that

plays games and entertains the crowd. The live broadcasts will promote nearby businesses and drive customers to the area. About half a dozen El Zol DJs do these events at \$3700/event. El Zol provides 20, fifteen-second pre-recorded promos 3 days before the event, fifty 30-second streaming commercials on their website, and two live call-ins from the location. I've requested references from El Zol to find out how successful these events are in driving customers to a location. We discussed a Back to School event in August, Hispanic Heritage event in October, and event around the December holidays.

I met with the City to review their proposed FY16 Contract for Services. The City is sharpening its focus on economic development and wants the CDA and OTBA to be the first points of contact for economic development services, providing referrals and advancing City policies and initiatives the impact businesses located in or seeking to locate in the CDA or OTBA. The City wants the CDA to monitor the inventory of vacant commercial and retail space, provide information on lease options, financial/TA programs, permitting and licensing requirements, and environmental laws and policies. I think the CDA can provide economic development services that the City needs, and would benefit from becoming more of a "go-to" place for business assistance, with information about permits, licenses, TA programs, environmental regulations, and City programs for business.

On July 14, WMATA is holding a public hearing at the Langley Park Community Center to lease the TLC Transit Center from MTA and Environmental Evaluation. This announcement will appear in tomorrow's newsletter, with a link to the environmental report. I am attending and will report on the meeting.

This quarterly report completes the CDA's required reporting on activities during FY15, and is accompanied by financial reports for April-June, e-newsletters from April-June, the direct mailer, and ads run between April-June.

The CDA appreciates the City's support for its ongoing efforts to promote and market, provide amenities and maintenance to the Takoma/Langley Commercial Management District. We look forward to working in partnership with the City in FY16.

Sincerely,


Melanie Ists
Executive Director

Attachments